

## KEY STRENGTHS & SKILLS

**Due to my extensive experience in the Arts industry, I have developed a wide range of experience and skills in the areas of:**

- Arts Management and administration
- Project creation and management
- Publicity and promotion
- Grant writing
- Sponsorship

### **My key strengths include:**

- Excellent organizational and time management skills
- A well-developed sense of initiative and creative thinking
- Excellent verbal and written communication skills
- Consistency with meeting budget requirements
- Consistency with meeting deadlines
- Successful in writing and acquitting funding applications
- Gaining sponsorship and in-kind support
- Gaining media coverage – including print, digital, radio and social media
- Excellent research and development skills
- The ability to write policy and procedure
- A good understanding of WHS
- Excellent networking skills
- A quick learner and Resourceful
- Commitment, reliability and honesty
- The ability to work in a team or autonomously
- High levels of MS Word, Excel, Powerpoint and other office suites

### **Demonstrated experience in:**

- The professional Arts sector
- The Government sector
- Festivals – both Indoor and outdoor
- Touring nationally and internationally
- Project creation and management

## ACADEMIC QUALIFICATIONS

**2007** - Certificate 4 in Small Business Management  
Kangan Batman TAFE

**2005 – 2004** - Postgraduate Diploma in Arts Management  
Melbourne University

**1997** - Certificate 2 in Music Industry Skills  
Ausmusic

**1996 – 1994** - Bachelor of Dramatic Arts (Majoring in Technical Production)  
Victorian College of the Arts

### **Websites:**

- [www.punkjourney.com](http://www.punkjourney.com) A research website documenting the history of the Melbourne Punk scene: 1977-1987
- [www.thewaywardwoman.com](http://www.thewaywardwoman.com) - Projects created and managed by Melynda von Wayward

## PROFESSIONAL EXPERIENCE

**2017** St Kilda's Alright: The Fred Negro Experience – A major exhibition celebrating the life of artist and musician Fred Negro

**Position:** Creative Producer/ Curator

**Demonstrated Abilities:**

- Project concept and creation
- Grant writing and acquittal – City of Port Phillip
- Attracting strategic partners and sponsorship
- Marketing, including social media marketing
- Events Management

**2014** Punk Journey: St Kilda + Beyond – A major exhibition focusing on St Kilda as the epicenter of the Melbourne punk scene from 1977 – 1987

**Position:** Creative Producer/ Curator

**Demonstrated Abilities:**

- Project concept and creation
- Grant writing and acquittal – City of Port Phillip
- Attracting strategic partners and sponsorship
- Marketing, including social media marketing
- Events Management

**2014-2015** Melbourne. Arts. Fashion

**Position:** Editor

**Demonstrated Abilities:**

- The creation of an online editorial with a substantial number of arts reviewers, journalists and photographers
- Coordinating reviewers, journalists and photographers for arts events, festivals, fashion events, music concerts, literature and restaurants
- Marketing, including social media marketing

**2012-2014** Australian Circus Artists

**Position:** Artist Management

**Demonstrated Abilities:**

- Managing a state branch of a national Circus Agency
- Marketing, including social media marketing
- Liaising and negotiating with clients
- Booking artists for jobs - events, festivals, theatre, cabaret
- Arts administration, creating quotes and working within budget restraints
- Attending Circus events and talent scouting as required

**2008 - 2012** Arts Hub

**Position:** Theatre Reviewer

**Demonstrated Abilities:**

- Attending theatre performances and art events and writing online reviews

**2007 - 2004**

**Position:** Administrative Assistant / Research Officer  
**Organisations:** Brightspace Gallery, Astra Chamber Music Society,  
fortyfivedownstairs

**Demonstrated Abilities:**

- Successful in writing and acquitting funding applications
- Developing strategic business partnerships with key stakeholders and attending meetings
- Writing media releases and gaining coverage with both social and print media
- Research and implementation of Policy and procedures
- Creating documentation as required

**Other duties:**

- Assisting in the selling of artwork, assisting artists, and handling sales and invoices
- Assisting with the day-to-day running of a gallery
- Accessing and updating databases
- Answering telephone and email enquiries, replying to correspondence, mail-outs, filing
- Creating spreadsheets and other documents as required
- Customer service including the serving of food and alcohol
- Liaison with key personnel

**2006 – 2002** La Mama Theatre / Dante's Fitzroy / Trades Hall  
**Position:** Cabaret Coordinator

**Demonstrated Abilities:**

- Creating and coordinating a series of 18 successful cabaret events including:  
*Cabaret à La Mama, Kabaret Inferno* and *Kabaresque*
- Choosing the overall theme of each cabaret
- Sourcing and liaison with performers
- Sourcing Sponsorship
- Creating Media releases and gaining Publicity

**Other duties:**

- Creating and maintaining databases
- Maintaining the budget
- Liaison with key venue staff
- Ensuring the smooth running of the cabarets on the night

**1998 – 2007** La Mama Theatre

**Position:** Front of House Attendant

**Duties:**

- Customer service, greeting and seating audience members
- Ticket sales, cash handling and banking of box office takings
- Overall responsibility for WHS of the theatre
- Liaison with key personnel
- Ability to work under pressure

**1992 – 2002** Various Theatre Companies

**Position:** Production Manager / Stage Manager / Lighting Designer

**Demonstrated Abilities**

- Designing lights and stage management for both small, medium and large arts organizations on both indoor and outdoor productions
- Flexibility with various locations and venues
- Touring both nationally and internationally
- Attending dress rehearsals and liaison with directors, designers and actors
- Organizing equipment, building lighting rigs, rigging lights, bump ins and outs
- Organizing props, staging requirements, mark ups, cueing and calling the show
- Organizing lists and other administration duties